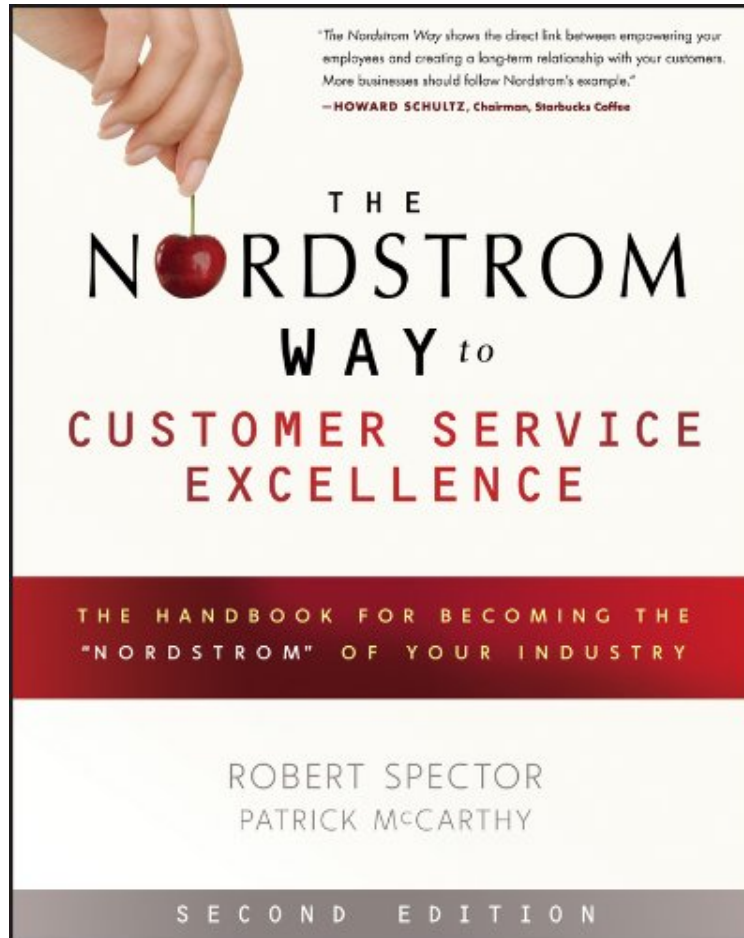


[Free pdf] The Nordstrom Way to Customer Service Excellence: The Handbook For Becoming the "Nordstrom" of Your Industry

The Nordstrom Way to Customer Service Excellence: The Handbook For Becoming the "Nordstrom" of Your Industry

Robert Spector, Patrick D. McCarthy
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Robert Spector, Patrick D. McCarthy : The Nordstrom Way to Customer Service Excellence: The Handbook For Becoming the "Nordstrom" of Your Industry before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Nordstrom Way to Customer Service Excellence: The Handbook For Becoming the "Nordstrom" of Your Industry:

8 of 8 people found the following review helpful. Solid theories but GREAT examplesBy John J. FrancoThis book focuses on how Nordstrom delivers their superior customer service, from hiring and training to rewards and compensation. The idea is that readers can learn from Nordstrom and apply some of those lessons to their own organizations. Some of the concepts are basic - hire great people, and give them the autonomy to make customers happy. But author Robert Spector goes into great detail about how Nordstrom really lives their beliefs, from preaching

an inverted pyramid with customers at the top and senior management at the bottom, to quarterly celebrations of the best performers. There are definitely parts of this book that are repetitive. The author even goes so far as to repeat the same phrases over and over. But there is a lot that can be gained from this book. Customer service requires humility. Management needs to support (and trust) their employees. Everyone needs to feel (and be) fully invested in success. Customers need to like you and want to do business with you. Building relationships with customers lead to long-term success. I think this book has a little more value than a typical "management" book because of the stories. Most of the key points are illustrated with examples of outstanding service provided by a Nordstroms employee. I think they add a lot of value. 5 of 5 people found the following review helpful. Winning Strategy By Janelle Truly great customer service companies don't advertise having great customer service. It is just known. Nordstrom is one of those few companies. Working there in college, I learned sales can be personally rewarding by building great relationships, which in turn helps you achieve high sales goals--all through customer service. This book rings true to the Nordstrom way and offers inside advice on customer service excellence and building a brand and reputation to stand above the competition. Your customers will appreciate you reading this book! 0 of 0 people found the following review helpful. Pretty good By Silvio Pellas Martinez Very interesting perspective on Nordstrom helpful to better develop a customer centric culture in your company. Worth the read. Could be denser.

The Nordstrom Way shows the direct link between empowering your employees and creating a long-term relationship with your customers. More businesses should follow Nordstrom's example. —Howard Schultz, Chairman, Starbucks Coffee Virtually every company wants to be the Nordstrom of their industry. Nordstrom is one of only five companies to make Fortune's "best companies to work for" and "most admired" list every year the surveys have been taken. Despite its position in the hard-hit retail sector, Nordstrom, with 193 stores in 28 states, never experienced a quarterly loss during the recent economic downturn. The Nordstrom Way to Customer Service, Second Edition explains what every business can learn from the world's most famous customer-service-driven company. New material in this revised edition includes: "How To Become The Nordstrom Of Your Industry" Tools for creating a customer-driven culture Chapters on Nordstrom's online customer service and the innovative social commerce features of its website Breakthroughs on Nordstrom's multi-channel approach to customer service Nordstrom follows a set of principles that has made it a leader in its industry. Discover what endears Nordstrom to its customers, and learn how to apply those same standards to your company.

From the Back Cover Praise for The Nordstrom Way "The Nordstrom Way shows the direct link between empowering your employees and creating a long-term relationship with your customers. More businesses should follow their example." —HOWARD SCHULTZ, Chairman, Starbucks Coffee "Offers lessons on achieving extraordinary customer service born from three decades of Robert Spector's study of Nordstrom. This book will give you everything you need to take your service culture to the next level. The payoff, as Nordstrom knows, is sustainable profits through the loyalty and evangelism of those you serve!" —Joseph Michelli, PhD, New York Times #1 bestselling author of The Zappos Experience "Businesses should use this book as a primer on making and keeping happy, satisfied customers." —J. W. Marriott, Jr., Chairman and Chief Executive Officer, Marriott International If you want to become the Nordstrom of your industry, this is your guidebook. One of only five companies to make Fortune's "best companies to work for" and "most admired" list every year the surveys have been taken, Nordstrom never experienced a quarterly loss during the recent economic downturn. The Nordstrom Way to Customer Service Excellence, Second Edition explains what every business can learn from the world's most respected customer service-driven company. This handbook includes a wealth of new resources for managers and trainers, including assessment tools, exercises for improving teamwork and morale, and the secrets of Nordstrom's top-selling salespeople. New material in this revised edition includes: New chapters on online customer service and the innovative social commerce features of Nordstrom's website Breakthroughs on Nordstrom's multichannel approach to customer service Tools for creating a customer-driven culture And more! About the Author ROBERT SPECTOR is a bestselling business book author, international speaker, and consultant on Nordstrom's principles of customer service. His clients include companies such as Charles Schwab, Infiniti, Pfizer, Humana, and Wells Fargo. He has written for the New York Times, the Wall Street Journal, and Sports Illustrated. For more information or to contact Robert, visit www.RobertSpector.com. PATRICK McCARTHY was with Nordstrom for more than thirty years and retired as the company's all-time top-performing salesperson.